

DESIGNING
A LOGO WITH
CANVA

OUR LOGO
SHOULD BE
SIMPLE AND
MEMORABLE

I WANT A
LOGO THAT
REPRESENTS
OUR BRAND.

IT'S IMPORTANT
THAT THE LOGO
WORKS WELL IN
BOTH DIGITAL
AND PRINT
MEDIA.

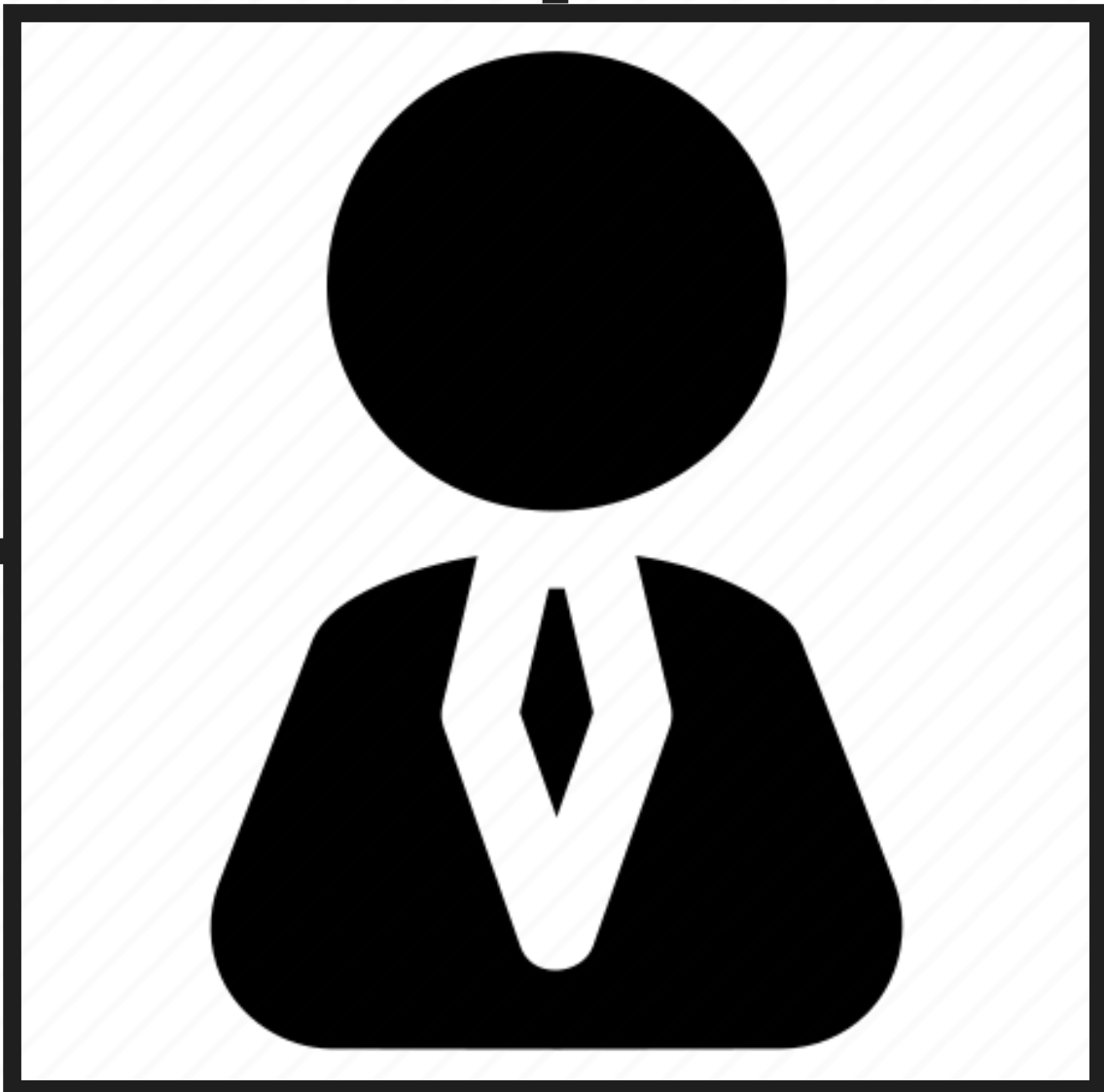
THE LOGO
NEEDS TO
CONVEYS OUR
CORE VALUES
AND MISSION

WHAT COLOR
DO THEY
ASSOCIATE
WITH OUR
BRAND ?

THE LOGO
SHOULD
CONVEY OUR
COMPANY'S
VALUES AND
MISSION

WHAT SYMBOLS
OR ELEMENTS
SHOULD THE LOGO
INCORPORATE TO
CONVEY THE
RIGHT MESSAGE
OR VALUES?

MODERN
CLASSIC,
MINIMALISTIC
OR SOMETHING
ELSE



HOPEFUL THAT
THE LOGO
WILL BE WELL-
RECEIVED AND
HELP THE
BRAND STAND
OUT

EXCITED ABOUT
THE
OPPORTUNITY
TO CREATE A
STRONG VISUAL
IDENTITY FOR
THE BRAND

ANXIOUS ABOUT
MAKING THE
RIGHT DESIGN
CHOICES THAT
ALIGN WITH
THE BRAND'S
VALUES

EAGER TO SEE
THE LOGO
COME TO LIFE
AND MAKE A
POSITIVE
IMPACT ON THE
AUDIENCE

REVIEWS LOGO
DRAFTS AND
PROVIDES
SUGGESTIONS
FOR REVISIONS

COLLABORATES
WITH THE
DESIGN TEAM
TO PROVIDE
FEEDBACK AND
INPUT.

RESEARCHES
OTHER
LOGOS FOR
INSPIRATION
AND IDEAS

PLANS HOW
AND WHERE TO
USE THE LOGO
IN MARKETING
MATERIALS
AND ONLINE
PLATFORMS